



Chris Heijdens

Digital Producer

Profile

I have over 15 years of experience building compelling digital experiences and products.

I have a wide variety of experience working in mobile games, digital interpretation, legal tech, and e-commerce.

Contact

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Expertise

- Sales and Account Management
- Cross-functional Team Leadership
- Digital Strategy
- Product Management
- UX Design
- Product Development
- Software Engineering
- Agile / SCRUM
- Funding

Work Experience

Primary Consultant | Nimble Twin

2019 - Current

I presently work as an independent consultant working with clients to develop digital products and transform traditional businesses. Recent projects include:

Hancock Masks | E-Commerce Transformation

Toronto | 2020 - 2021

I worked with a Toronto-based fashion designer and seamstress to pivot her business into a designer mask and accessory company.

- Designed, developed and launched an ecommerce site on the Shopify platform leading to **~75K in sales within the first month**.
- Responsible for all aspects of product marketing including online and print advertising, product photo shoots, and product packaging design.
- **Hired and trained staff** for customer service, fulfillment and support.

Magmic Games | Mobile Game Production

Ottawa | London, UK | 2019

I produced and launched a multiplayer mobile game for Magmic in nine months using an external development studio in order to accelerate their 2019 launch.

- **Developed an RFP** including full UX/UI design for the game, interviewed and assessed candidate engineering firms **and selected a development partner within three weeks**.
- Served as producer on the project, delivered the **project on-time and on-budget**.

Nation Media | Interpretive Touch Screen Installation

Ottawa | 2019

I developed digital interpretation for Algoma Residential School exhibition.

- Designed and **developed touch screen interactive displays** to compliment on-site artifacts and text interpretation.
- Provided **on-site installation** and **provisioning of all hardware**.

Director of Product Development | CounterTax

Toronto | 2016 – 2018

I designed and implemented CounterMeasure: a proprietary tax dispute analysis and litigation planning tool.

- **Developed the internal MVP** as a modern Single Page Web Application
- **Patented proprietary algorithms** for efficient decision-tree-based risk analysis.
- **Secured a ~\$125K IRAP funding grant** for the first phase of development.

Co-founder | Tristan Interactive

Ottawa | Paris | 2009 – 2014

I co-founded Tristan Interactive, a technology and design studio that built award-winning digital interpretation for cultural institutions including the Guggenheim, the Smithsonian, and the Musée du Louvre.

- Authored and **presented creative, technical and financial proposals** for all prospective clients.
- Led sales and **grew the company's revenue to \$1M/year** in combined sales of custom application development and recurring revenue from a SaaS offering.
- **Expanded our product offerings** from simple audioguide applications to higher value products including custom-designed mobile and tablet applications, interactive kiosks, and immersive websites.
- Following the acquisition of Tristan by the Espro Acoustiguide Group I led the group's digital sales internationally **with 50 new project launches** in 16 languages across the Americas, Europe, Asia, and Australia all **in under one year**.

Producer / iOS Product Manager | Magmic Games

Ottawa | 2008 – 2009

I led the company's iOS product team, developing iOS titles from product pitch, ROI assessment, through design and development to launch.

- Built a formal structure for new product pitches with a focus on **competitive analysis, revenue projections, and concrete execution strategies**.
- **Launched the world's first subscription-based title on the iOS App Store**, the *New York Times Crossword*.
- **Launched Phase 10 in partnership with Mattel**, which has remained in the Top 20 Card Games on the iOS App Store for over a decade.

Engineering Manager | Magmic Games

Ottawa | 2005 – 2007

I was responsible for managing and growing a team of engineers focused on development tools and launching titles on new platforms.

- **Launched 50+ original IP and AAA branded titles** (Activision, Paramount, Amazon) in multiple languages and international markets.
- **Grew a small team into** three platform specific groups (J2ME, BREW, Windows Mobile) consisting of **15+ developers**.
- **Led the development of engineering tools**, processes, and management techniques that allowed the company **to streamline their development pipeline**.

Education

Certified Scrum Master

Scrum Alliance

Diploma, Computer Science

Algonquin College of Applied Arts and Technology